

Company Brochure



Helping students and Teachers
become stars.

Nurturing children's budding curiosity; Equipping them with 21st Century scientific skills.

We are not the leading actors; once a class begins, we no longer exist, and we are remembered only after the learning is over.

At Narika Corporation we see our role as that of the invisible stagehand in the classroom, equipping teachers and students so they become the stars of a new adventure in science and exploration.

For 90 years we have devoted ourselves to helping create lessons Brimming with excitement. It's a never-ending quest to ensure that children have the opportunity to become explorers of the universe around them, and we have committed ourselves 100% to doing whatever is needed, whenever it is needed, to cultivate a passion for scientific learning in students.

We unfailingly incorporate the opinions and suggestions of classroom teachers into our products. Constantly combining new feedback with innovative ideas, we seek to stimulate children's curiosity using the Latest technology. We only design and sell products that promote this excitement in the hope of igniting children's desire to learn. We want to make teachers and students the stars of their own adventure in learning.

Through Narika's products, students experience an exciting new world of scientific exploration. Seeing the wonder in their eyes makes it all Worthwhile and in anticipation of that precious moment, we are pledged to continue our efforts behind the scenes today and every day.

Business Activities

Doing all we can as the “Classroom’s Invisible Stagehands”



Scientific business

- Sale of science experiment-related implements, apparatus, and consumables
 - Activities: planning, development, and wholesale distribution of original products
 - End customers: Elementary, Junior High, and Senior High Schools; Universities, Preparatory Schools
- Planning and operation of science experiment classrooms
- International import and export of scientific apparatus
- Catalog and store sale of scientific goods for individuals
- Pre-school business
 - Promotion and sale of educational toys and science toys for Kindergartens and Nursery Schools



ActivClassroom Business

- Sale of interactive classroom tools and ActivBoard interactive whiteboards

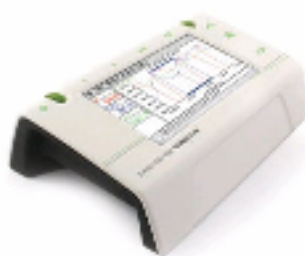
Introducing a selection of Narika’s original products

ATOMA Biological Microscope



Created with young learners in mind, the stylish and innovative ATOMA biological microscope is a perfect addition to any science laboratory. A brightly-coloured ergonomic design combined with ease of use is especially appealing to students.

EasySense Vision



An advanced data logger that has accelerated the introduction of IT into science education, the EasySense represents the latest in IT educational materials. The EasySense Vision is the latest version in the EasySense series.

Electrostatic Field Apparatus Set II



This is one of the products we developed based on input from classroom teachers. The Electrostatic Field Apparatus Set II is a phenomenal hit, so much so that the teacher who came up with the idea has been awarded the prestigious Prime Minister’s Prize.

Turning Point

Strengthening children's curiosity; deepening their thinking power:

Our mission is to create science education materials for children that will nurture an abiding interest in science, and equip them with the 21st skills needed in our rapidly changing world.

1918-

Narika's history is the history of Japanese schools.

The year is 1872. The Japanese Government establishes an educational system based on the belief that universal education of its citizens will enable Japan to take its place in the modern world. Community education institutions are turned into schools. Once the exclusive property of scientists and scholars, science education begins to spread widely amongst the general public. Seeing the growing social need for science education, Narika Corporation's founder, Kyusuke Nakamura, leaves Sanseido Machinery Headquarters to establish his own company in 1918. This heralds the birth of Narika Corporation's forerunner, Nakamura Rikakikai-ten (Nakamura Scientific Instrument Store).



1918-1956

Kyusuke Nakamura has two fundamental creeds; Quality and Excitement. Education science equipment has to be of the highest quality, and must also be able to capture the hearts and minds of children everywhere. With these beliefs underpinning everything the company does, production of Narika's own original products begins in 1953. They sell like wildfire. Approximately 40 years after it began as a private store, the company name is changed to Nakamura Scientific Co.,Ltd. With this foundation in place, the company strikes out in new directions.



1956-1984

Beyond national boundaries.

The company reaches a turning point in 1984, when Hisayoshi Nakamura, Narika's second president from 1970, decides to exhibit at the NSTA exhibition (National Science Teachers Association), in Boston, USA. At this convention, which brings together scientific educational equipment manufacturers from around the world, Narika's Genecon Hand Electric Generator becomes the focus of attention. The idea is simple, Genecon makes electricity at the turn of a handle, but Genecon enables children to understand the concepts of electricity generation and electrical current. This revolutionary product transforms experiments from "something you watch" to "something you experience," and it causes a huge sensation.

*Genecon is a registered trademark of Narika Corporation.



2004-

Science Education is about nurturing children's creativity and problem-solving skills. At Narika we want children to experience the excitement and wonder of science from the earliest possible age. In 2004 Narika embarks on its pre-school business. There are many toys and games that have huge potential to teach science to the very young. To encourage that first step, in 2004 Narika establishes a business partnership with LEGO Education. Having fallen in love with LEGO Education's products, Narika begins selling original LEGO Education sets and holding workshops for teachers to explore new ways of helping children discover science through play. It's a gradual process but slowly more and more early learners have a chance to explore the universe around them with the help of Narika.



2006-

The E-Japan initiative has a profound impact on education and in 2006 the number of teachers using ICT begins to increase. Understanding that ICT skills, and computer-enhanced learning are fundamental components of the 21st century education landscape, Narika begins selling Promethean's ActivClassroom; a range of global award-winning interactive classroom tools manufactured by Promethean, including the ActivBoard Interactive Whiteboard.



2008-

A New Direction in Our 90th Year

In the year of our 90th anniversary, the company's name is changed to "Narika Corporation" and Ms. Yuka Nakamura is appointed as the company's third president. There is nothing more important for us than the excitement of bringing excitement to others. With this passion underpinning everything we do, we have pledged to continue seeking new possibilities in education. In our 90th year, we have set out in a new direction as the "classroom's invisible stagehand."





<http://www.narika.jp/>